

Michigan Businesses Earn Big in the Commercial & Industrial Demand Response Program

Here's why local businesses recommend joining the program

The Demand Response Program:



- Rewards you for agreeing to reduce energy use
- Keeps energy costs affordable for all
- Helps build a sustainable energy future for Michigan



AVERAGE BILL CREDITS FOR BUSINESSES

\$11,657*
= \$233,140 in revenue for 5% profit margin businesses

*Based on average bill credits earned by Commercial & Industrial Demand Response participants in 2020.

AVERAGE EARNINGS BY INDUSTRY IN 2020

Manufacturing: \$15,613
Education: \$8,595
Retail: \$5,836

A CLOSER LOOK:

Byron Center Public Schools Boosts Bottom Line

Byron Center Public Schools (BCPS) is a school district that serves over 3,800 students in Michigan.

In 2018, Doug Gallup, facility operations director at BCPS, learned about the Commercial & Industrial Demand Response program from Consumers Energy.

After looking into the program, Doug was sold. "The rewards far outweighed the risk."

The school district agreed to reduce energy use by 100 kilowatts if an event day occurs. In exchange, they would earn credits on their bill. And even if no event days happen, BCPS still earns the incentives.



And it's paid off. To date, the district has earned an average of \$3,000 a year in bill credits for their participation.

"It has minimal effects on our programs here at the school. So it's an easy win for us," says Doug.

And the benefits go beyond bill credits, Byron Center Public Schools is dedicated to ensuring a bright future for the next generation. And joining the Demand Response program is part of that. It's one more way to move to clean energy and become a force of change for Michigan.

"I have 10 grandkids. It makes a huge difference that I can do something sustainable for their future," Doug says.

CASE STUDY



"I would 100% recommend the Demand Response program for any business in the state of Michigan. It's easy to do... And it's the right thing to do."

-Doug Gallup, Facility Operations Director at BCPS

SAVINGS RECAP

Byron Center Public Schools



Joined the program:
2018

Energy use nomination:
100 kW

Average earnings per year for BCPS:
\$3,000

Here's how Byron Center Public Schools curtails energy use on event days:

- ✓ Starting cafeteria ovens later
- ✓ Using fans to circulate air in gyms
- ✓ Opening windows in classrooms to reduce need for A/C
- ✓ Adjusting the pool temperature at the high school
- ✓ Curtailing heat pumps at the middle school